中国传媒大学
COMMUNICATION UNIVERSITY OF CHINA

New Technology Driving New Momentum in China-EU Cooperation
——Analyzing Synergistic Pathways for Global Development and Social Equality through Belt and Road Initiative Documentaries

新技术驱动中欧合作新动能——基于“一带一路”主题纪录片探析全球发展与社会平等的协同路径

Presenter： DorjeTso

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PART

01

Research Background and Problem Statement

Current Imbalance in Global Technology Dividend Distribution

01

Disparities in Technology Acquisition Capabilities

1. Gap in R&D Investment
2. Restrictions on Technology Import
3. Uneven Distribution of Technical Talents

02

Disparities in Technology Application Levels

1. Differences in Infrastructure Support
2. Differences in Industrial Structure Adaptability
3. Differences in Policy and Market Environment

03

Disparities in Technology Benefit Distribution

1. Monopoly Profits from Intellectual Property Rights
2. Differences in Profits Based on Industrial Chain Position
3. Profit Differences Caused by the Digital Divide

Core Positioning of the Belt and Road Initiative (BRI)

Principles of BRI

The principles of BRI are Extensive Consultation, Joint Contribution, Shared Benefits.

China - EU Cooperation in BRI

China - EU cooperation is a key component, featuring geographical linkage + ideological alignment (sustainable and inclusive development).

Three Distinct Features of BRI Documentaries

01

Authentic

More emphasis is placed on truth than other video formats, even recording disagreements during cooperation, ensuring the credibility of the text.

02

Comprehensive

they film not only Chinese stakeholders but also European partners and local residents, providing a balanced perspective.

03

human-centered

while presenting macro achievements, they focus more on how technology changes ordinary people’s lives, making abstract concepts like "global development" and "social equity" concrete.

The central proposition is: How can new technologies simultaneously drive global development AND promote social equality?

PART

02

Research Design and Methodology

Research Design and Methodology

1

Research Paradigm

1、extual Analysis as the core, supplemented by Comparative Case Study and Discourse Analysis

2、Combination of surface-level text and deep-level text

2

Research Objects:

1、Wind from the East

2、A Decade of the Belt and Road

3、Chinese Name Cards along the Belt and Road

4)The Road to Prosperity

3

Theoretical Framework

1、Technology Inclusivity Theory

2、Global Development Governance Theory

3、Critical Discourse Analysis Theory

PART 03

Empirical Analysis from Documentaries – Four Synergistic Dimensions

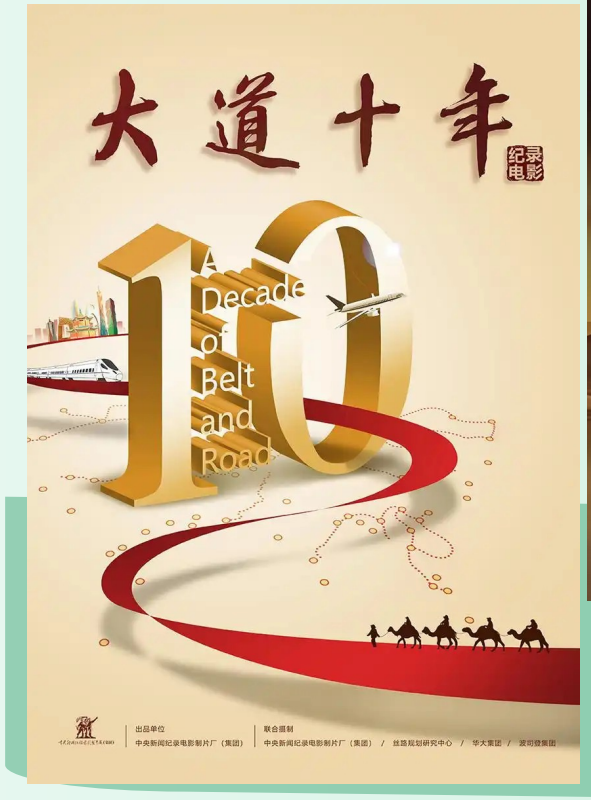
Empirical Analysis from Documentaries – Four Synergistic Dimensions

Digital technology dimension

Wind Rises in the East, A Decade on the Grand Road, analyzed to see if "lowering thresholds" promotes "opportunity equity

Green technology dimension

China’s Business Cards on the Belt and Road, and The Road to Prosperity studied to check if "energy inclusivity" safeguards "basic rights equity"



Empirical Analysis from Documentaries – Four Synergistic Dimensions

Technical standard dimension

A Decade on the Grand Road, China’s Business Cards on the Belt and Road ·are examined to verify if "joint rule-making" achieves "regulatory equity"

Humanistic dimension

Wind Rises in the East and The Road to Prosperity are analyzed to see if interactions realize "value equity"

PART 04

Synergy Mechanism Extraction

Synergy Mechanism Extraction

01 Capacity co-building

Shifts from "providing equipment" to "imparting capabilities," ensuring equal participation.

02 Benefit Sharing

Channels technological dividends to individuals, as the core of "social equity" lies in benefiting ordinary people.

03 Regulatory synergy

Involves jointly formulating rules that balance the needs of both sides, breaking down barriers to safeguard "regulatory equity."

PART

05

Research Innovations and Future Directions

Innovations

01

Theoretical Integration

It features micro - meso - macro three - dimensional linkage.

02

Methodological Innovation

It uses three - stage coding analysis of documentary texts.

03

Perspective Innovation

It shifts from outcome description to mechanism exploration.

Limitations

01 Documentary Text Bias

There may be potential selectivity bias in documentary texts.

02 Lack of Field Research

There is a lack of field research verification.

03 Limited Scope

The scope is primarily focused on China - EU, with limited global coverage.

Future Research Directions

Incorporate Multi - perspective Documentaries

Incorporate documentaries from EU, African productions, etc.

Combine Field Research and Quantitative Data

Combine field research and quantitative data for more comprehensive research.

Expand to New Technology Ethics

Expand to ethics of new technologies like AI, algorithmic fairness.

Thank you for your Attention

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